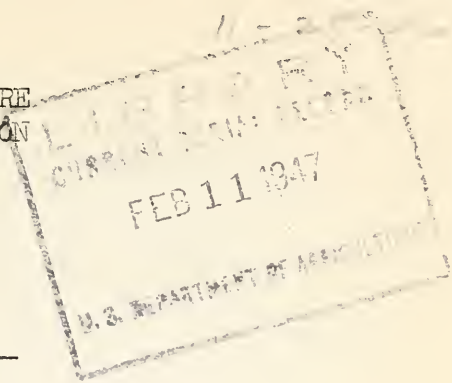


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UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
INFORMATION SERVICE
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Y O U R F A M I L Y ' S F O O D

For the Week of November 25, 1946

(Topics of the week:

Apples
Citrus
Egg Bargains
Raisin Order
Conservation
Plentifuls

ANNOUNCER: YOUR FAMILY'S FOOD.....a program designed to help consumers
in the daily task of feeding their households.....is pre-
sented by Station _____, in cooperation with the
United States Department of Agriculture. And here's
_____, of the Production and Marketing
Administration's office in _____. Greetings, _____
.....what's the topic of the week?

PMA: Good (morning) (afternoon), _____. The topic of the
week, I suppose, is Thanksgiving. Only that isn't what
I'm going to talk about.

ANNOUNCER: You're simply defying tradition. It's an unwritten law that
anyone who talks about food must have a special Thanksgiving
discussion sometime before or after the big day.

PMA: which is the very reason I want to be different.

ANNOUNCER: Well, _____, if you won't you won't. What are you
going to talk about, then?

PMA: O.....a number of things. Like apples, for instance.

ANNOUNCER: That sounds like a good topic.....I mean, next to Thanksgiving, of course.

PMA: I'll ignore that. I have some information on varieties of apples and their uses. You know, of course, that some apples are more suited to baking, while others are better eaten raw "out of hand."

ANNOUNCER: Oh, yes. McIntosh is an old standby for an eating apple. And Baldwin is considered a cooking apple, I believe.

PMA: That's right. But you wouldn't want to limit yourself to just those varieties. Furthermore, even among cooking apples, for example, you can use different varieties for different taste effects.

ANNOUNCER: Say, this apple business is getting down to a science, isn't it?

PMA: Apple-growing is certainly a science. Horticulturists and pomologists have done much to develop finer and bigger apples. In fact, someone has said that the apple from the Garden of Eden, tempting as that was supposed to have been, would have a hard time recognizing its modern cousin.

ANNOUNCER: How about the different varieties for different uses. Give us some "for instances".



PMA: Well, for instance.....if you want to eat a mild, juicy apple which is even good to look at, try Golden or Red Delicious varieties.....or Jonathans.....or, as you suggested: McIntosh.

ANNOUNCER: What about Cortland variety?

PMA: Yes.....another good raw apple. And Cortlands, by the way, along with Golden Delicious, are especially good for fruit cups and salads because they won't discolor.

ANNOUNCER: Which variety is best for good old apple pie?

PMA: You want a tart flavor for pies and applesauce..,at least I do. Rhode Island Greenings are excellent for pies, and you already mentioned Baldwins. Stayman Winesaps are good, too, and of course York Imperials with their sharp flavor and firm flesh make grade A pies.

ANNOUNCER: It might be well to suggest here that an open-faced pie with grated American cheese sprinkled on top is really good eating

PMA: M-m-m..... I see you're somewhat of a pie authority, _____. And from the practical point of view, your one-crust pie is what I was going to suggest, too. It will save shortening

ANNOUNCER: That fats and oils shortage rears its ugly head everywhere, doesn't it?

PMA: Yes.....but it's something we've all got to face for quite a while, so we'll just have to make the best of it and save and salvage.

ANNOUNCER: But I'm not going to let you get off the subject of apples just yet. What about baked apples?

PMA: Ah.....Rome Beauty is the one you want. This variety will hold its shape and come to the table looking very tempting. It's practically the perfect baking apple. Another good one is Wolf River variety.

ANNOUNCER: I guess that about covers the different types of apples, doesn't it?

PMA: Yes, we've mentioned the leading northeastern varieties..... and of course other methods of preparing apples would take these same types. I'd just like to mention that these and other varieties are plentiful in your food stores now, so what better way to stock up on good eating and good health than with fall apples?

ANNOUNCER: The answer is: there's no better way.

PMA: While we're talking about fruit, I'd like to answer a question I heard the other day about canned citrus juice.

ANNOUNCER: Say, that's right. This is the season when citrus fruit, both fresh and canned, is coming to market.

PMA: Yes, and this year we have the largest crop of oranges and grapefruit in history.....and a record-breaking pack of the canned juices. But the question I mentioned had to do with the difference in taste between fresh orange or grapefruit juice and canned juice.

ANNOUNCER: I suppose the canning process is responsible for a change.

PMA: That's right. But if you "aerate" the canned juices, they'll taste very much like those you squeeze at home.

ANNOUNCER: "Aerate".....that's a fancy word meaning to put air in. Is it lack of air that makes the difference?

PMA: Yes.....and it may be restored to the canned juice very simply by pouring it back and forth from one glass to another a few times before serving. You'll be amazed at the "freshness" it adds.

ANNOUNCER: Now this loss of air ----- that isn't the reason they tell us never to squeeze citrus juice ahead of time, is it?

PMA: No.....That's to prevent loss of vitamin C. You'll lose some of the vitamin content of either fresh or canned juice if you let it stand around unprotected. But the experts say to keep juice cold and covered, and you won't need to worry.

ANNOUNCER: Okay, no worries. Are you sure you don't want to say something about Thanksgiving.....we've covered apples, oranges and grapefruit.....

PMA: And now we'll talk about eggs.....which is a good way of avoiding Thanksgiving topics.

ANNOUNCER: All right.....but I must say you're picking a pretty high-priced subject.

PMA: That's just why I want to talk about them.....because right now you may find some egg bargains around ----- if you know how to go about it.

ANNOUNCER: Where do we go?

PMA: To any store that sells eggs. But first, let's consider some information about egg sizes.

ANNOUNCER: Large eggs always seem to sell best.

PMA: Yes, which is why they're apt to be high priced.....and we know they're always priced in relation to size. In some sections, too, white eggs sell readily.....and at good prices.

ANNOUNCER: You know, that's something I never could understand. We know an egg is an egg. Yet many folks will pay more for white eggs than for brown eggs of the same size. I'm sure they don't eat the shells.

PMA: It's just a custom, I guess. But it does mean that brown eggs are a bargain, when the price is much lower than for white eggs. But my bargain-hunting has to do with size more than color. First of all, let's remember that a dozen large eggs must weigh at least 24 ounces.....mediums run 21 ounces per dozen, with small or pullet eggs a minimum of 18 ounces.

ANNOUNCER: I see. If we apply a little mathematics, we can figure out the less expensive eggs from the weights.

PMA: You've guessed it. Pullet eggs at 18 ounces weigh three-fourths as much as large eggs at 24 ounces. So if the price of pullet eggs is three-fourths the price of large ones, the money value is the same.

ANNOUNCER: But if the pullets cost less than three-fourths of large eggs, they'd be a better buy.

PMA: Exactly. The same general method applies in figuring out the value of medium eggs compared to large ones. Since a dozen mediums weigh one-eighth less than a dozen large eggs, you can quickly figure whether you're getting a better buy if you take the mediums.

ANNOUNCER: All of that just shows how much credit is due housewives who day in and day out manage to keep the family well-fed even on limited budgets.

PMA: Yes....it takes a lot of figuring to keep things running smoothly in the kitchen these days. Even the Department of Agriculture has to keep on its toes to assure an even flow of food supplies.

ANNOUNCER: What do you mean?

PMA: Well, take such a relatively minor item as raisins. While most of our food problems are being untangled so that the Department can relax its wartime controls....raisins proved to be an exception, and controls are being emphasized.

ANNOUNCER: I never thought much about raisins.....sort of took them for granted, I guess. What's the trouble with the raisin crop this year?

PM: It's pretty small.....probably won't be more than 200 thousand tons, which is the smallest production since 1940, and about 50-thousand tons below average. As a result, War Food Order number 16 is one of the few being retained, so that the raisins we do have will be used only as raisins, and not made into alcoholic or non-food products.

ANNOUNCER: We've been so impressed by the record crops this year that I guess some of us are overlooking the fact that there are still some dark spots. Some of them more serious than a short crop of raisins, too.

PM: That's a very good summary of our entire food picture, I'd say. In fact, the International Emergency Food Council recently made a public statement to the effect that food conservation is still in style and very important.

ANNOUNCER: Yes.....I recall that statement. The Council pointed out that world supplies of all basic foods are still short of the need.

PM: With special emphasis on cereals, fats and oils and sugar.

ANNOUNCER: Considering cereals.....we know that we have record crops of wheat and corn, for example. Why is it that these are still on the conservation list?

PMA: Well, in talking about this year's large production of wheat, we overlook the fact that there is virtually no carryover from the previous crop. For years, we've had an annual stock-pile of wheat which could be drawn on when crops were short, replenished when production was good. But during the famine emergency this year, we drew so heavily on our stockpile, that there just wasn't any left when the new harvest started.

ANNOUNCER: I see. We could almost say that this year's wheat crop has got to fill not only this year's needs, but part of last year's as well.

PMA: Figuratively speaking, that's the idea. Also, unfavorable prospects for rice in other countries more than offset the small net increase in world wheat supplies.

ANNOUNCER: It's easy to see we're not out of the woods yet.

PMA: No. The Food Council, in its statement, emphasized the necessity of "carefully husbanding" food in all countries dependent upon food imports....and the urgency of conserving basic food commodities in exporting countries...and that means us.

ANNOUNCER: Well, _____, I'm afraid that even if you wanted to say something about Thanksgiving now, we haven't time.....that is, if you want to get your plentiful foods list in this week.

PMA: I certainly do want to tell about the plentiful. And I'm going to start with a lesser-known member of the greens family, which is gaining increasing popularity here in the northeastern section of the country.

ANNOUNCER: Something new being added?

PMA: It's not really new.....but recently the Bureau of Human Nutrition and Home Economics down in Washington made some discoveries about this vegetable...showing that the carotene it contains is more readily used by the body than that in carrots.

ANNOUNCER: You wouldn't care to reveal the name of this super-green, would you?

PMA: Excuse me.....all this enthusiasm is for kale.....that's K-A-L-E.

ANNOUNCER: Oh, sure, I've had kale often. Very good, too.

PMA: And good for you. They found that two-thirds of the carotene in kale is readily converted to vitamin A by the body..... which is a higher percentage than is converted from carrots. Kale, by the way, is now coming mostly from Long Island, New Jersey and Virginia and should be found at most markets.

ANNOUNCER: You aren't going to leave carrots out in the cold now, are you?

PMA: Certainly not.....carrots still lead all vegetables in the total amount of carotene they contain. And carrots are still on the plentiful list at all markets.

ANNOUNCER: What else is there?

PMA: Well, we must mention potatoes again.....they're still in abundant supply, along with onions. The fall root crops are plentiful, too.....including turnips, parsnips, and beets. Quite a bit of spinach around.....and plenty of cabbage and cauliflower.

ANNOUNCER: I think you covered the fruit situation pretty well, with your discussion on apples and citrus fruits.

PMA: Yes, apples, grapefruit and oranges are plentiful in most markets. Pears and grapes, too, are in good supply.

ANNOUNCER: With that list, I guess everyone can find something to make a healthful and tasty meal. So thank you, _____, for coming in to bring us this session on YOUR FAMILY'S FOOD. Friends, our guest today was _____, of the USDA's Production and Marketing office in _____.

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